

JANUARY NUMBER 1904

THE LARKIN IDEA

50 CENTS A YEAR



"I WISH YOU
A HAPPY NEW YEAR -
AND A
BUNKER HILL BOB-SLED."

Nickel-Plated Music Stand.

Free for one Certificate.

The Howard Automatic Music Stand has no thumb screws, catches or levers. It is made of Brass, heavily Nickel-plated; folds into a small package. The most convenient and most perfect Music Stand on the market.



Leather Music Bag.

Free for one Certificate.



Especially constructed to carry sheet music or flexible-covered music books. Better than a roll—it protects the ends of the music. Can be used for other purposes.

Made of fine heavy-grain Leather, with ends stitched in and two leather handles stitched on. Leather strap; nickel buckle. Size, 15 in. long, 6 in. wide, 3 in. deep.

Waldo Mandolin.

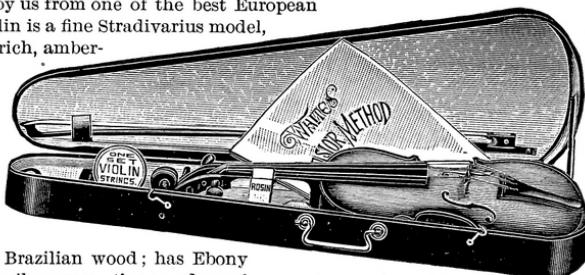
Free for five Certificates; or with \$10.00 worth of the Larkin Soaps, for \$10.00.

Made of selected Rosewood; 20 ribs, Spruce top, Rosewood heel and sides; piano polish. Fancy celluloid and purfling inlaid edge, handsome celluloid inlaid guard-plate, Mahogany-finished neck. Veneered head; all edges bound with celluloid. Pick included. Has American machine head, Ebonized fingerboard with German-silver frets and inlaid pearl position-dots. Finest tempered steel silver-plated strings; Ebony bridge, nickel-plated tail-piece. Scale warranted perfect in every position. *Winner's Instruction Book*, large and valuable, accompanies it, and contains complete instructions and over sixty pieces of music.

Violin Outfit.

Free for five Certificates; or with \$10.00 worth of the Larkin Soaps, for \$10.00.

Includes Violin, Bow, wood Case, *Instructor*, extra set of Strings and piece of rosin. Imported by us from one of the best European makers. The Violin is a fine Stradivarius model, made of selected, rich, amber-brown Maple, highly polished. The tail-piece and fingerboard are the best Ebony. Maple bridge and fine set of gut strings. Bow is made of superior Brazilian wood; has Ebony frog with German-silver mountings and pearl slide. Case is finished Black; has two hooks. *Instructor* is *White's Excelsior Method*.

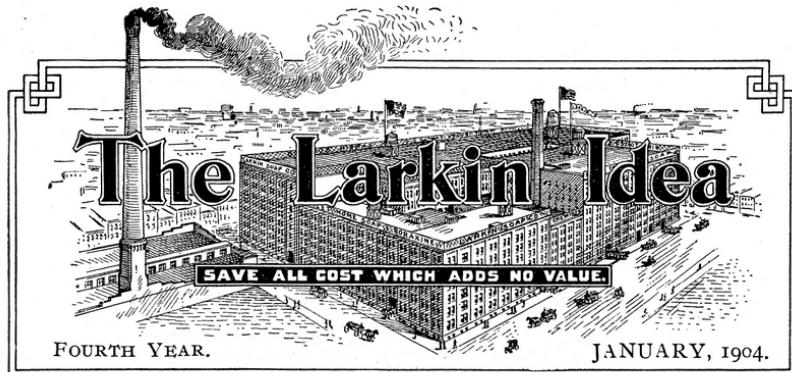


Larkin Street,

Larkin Soap Co.

Buffalo, N. Y.

ESTABLISHED, 1875.



A HAPPY NEW YEAR.
BY DAISY H. MEADE.

Now that Santa Claus has been here
And fulfilled our fondest hopes,
Starting in a Happy New Year
Means a siege with Larkin Soaps.

Finger-marks upon the wood-work,
Candle grease upon the floor,
Dust and grime upon the windows;
Christmas time makes dirt galore!

But it's just a simple matter
To be once more sweet and clean:
Sturdy arms, a pail of water,
Sweet Home Soap and Boraxine.

Love and Labor walk together;
Willing hearts make sunshine here!
Larkin stands for pleasant weather,
When we start a glad New Year.

OUR NEW YEAR'S GREETING.

On the threshold of another year
our eyes uplift to survey the past and
to search the depths of the future.

The past is finished and lies behind us. Our thoughts turn backward only to reflect on its lessons; by them we learn to advance with firmer tread into the new year.

A Happy New Year may mean much or little. It depends on how earnestly one desires happiness. We make our own destiny — no one can shape it for us.

Begin, therefore, the New Year right; then stay right for twelve months.

Seek those things only which contribute real happiness.

Cheerful thoughts, good deeds, striving to make ourselves happy by mak-

ing others happy, is a sure way to obtain that priceless jewel—a Happy New Year.

Ceaseless in its efforts, striving to attain the highest form of mutual interests, is the Larkin Idea.

Its unequaled values, fair dealings and satisfactory products insure a condition of mind to begin the new year right.

We wish you all a Happy New Year! May the flood of time bear you to that tranquil realm of sweet and kindly thoughts, of worthy deeds, of striving to do all the good you can, and when the dawn of another year illuminates the horizon you will know a year's happiness has been yours because you made it happy.

THE LARKIN IDEA.

THE PRIZE PHOTOGRAPH CONTEST.

In the Prize Photograph Contest that closed December 15th, the following awards were made:

Landscapes,
First Prize,
\$2.00, H. Q.
Eldridge, Wal-
loomsac, N. Y.

Landscapes,
Second Prize,
\$1.00, Nellie A.
Wright, Or-
chard Park,
N. Y.

Genre, First
Prize, \$2.00,
Mrs. J. Harley,
Paterson, N. J.

Genre, Second
Prize, \$1.00,
J. M. Holden,
Wakefield, Mass.

Reproductions of the Photographs will appear in THE LARKIN IDEA for February.

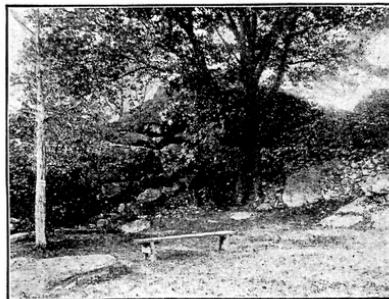
Mr. Eldridge, winner of First Prize Landscapes, says: "The more I use the Chautauqua Camera that I obtained from you with \$10.00 worth of Soaps, the more I prize it. I would not take \$50.00 for it, if I could not get another

like it. Every one who has seen the picture I am sending has been more than pleased with it. I count it as one of the best I have yet obtained.

I used a ray filter to obtain the cloud effect.

"I am taking pictures continually for different ones around here, all kinds, photographs, flash-lights, etc., and the Chautauqua Camera never fails. When my friends are looking over my collection, I always make it

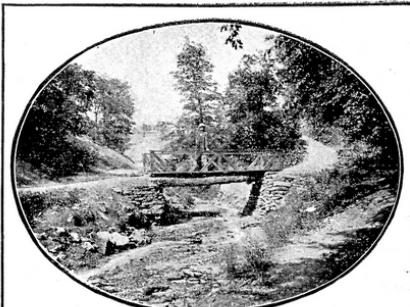
a point to inform them that the pictures were all taken with a Larkin Chautauqua Camera, and that my success is due to the fact that I have a GOOD Camera, with a GOOD lens, which is the most essential part of a Camera. As I said before I am taking pictures all the time at my home, for different people. At present have orders for about seven dozen to finish



"SOME ROCKS OF AGES."
AWARDED FIRST PRIZE OF \$2.00 FOR LANDSCAPES IN NOVEMBER CONTEST.
TAKEN WITH OUR CHAUTAUQUA CAMERA BY WALTER A. PHELPS, WAKEFIELD, MASS.



"WE DELIVER OUR MAMMAS' SOAP."
AWARDED SECOND PRIZE OF \$1.00 FOR GENRE SUBJECTS IN OCTOBER CONTEST.
TAKEN WITH OUR CHAUTAUQUA CAMERA BY MISS E. BRYANT, BEVERLY, MASS.



"I COULD NOT HEAR THE BROOKLET FLOW."
AWARDED SECOND PRIZE OF \$1.00 FOR LANDSCAPES IN NOVEMBER CONTEST.
TAKEN WITH OUR GUNDLACH CAMERA BY MRS. A. G. WILLIS, CONNEAUT, O.

up. I make quite a little money this way during a year, which aids greatly in buying supplies, and helping out with my experiments. The only question in my mind is how you can send such a Camera as this free with a \$10.00 selection of Soaps. That is the wonder of those who have seen my collection."

THE CLOCK IT CUCKOOED 24.

That's Why Burglar Baldwin Got Caught. He Had Shoved it Under His Coat and Was Departing When it Went Wrong and Did a Burglar-alarm Act—This, Too, Was in a Brooklyn Detective's Flat.



A burglar may go too far, even in Brooklyn, when he steals a cuckoo clock in operation from the home of a sleuth. That's what one tried to do on Monday night.

Baldwin knew that Detective Price wouldn't be at home at midnight; but evidently he had never studied the habits of cuckoos.

He got into the Price flat and selected a lot of silverware to carry away with him. Having one free hand and being thrifty, he picked the Swiss clock off its nail on the dining-room wall and hugged it up against him as he got ready to go.

Just then it became the duty of the cuckoo to tell the hour of midnight and it started in. Burglar Baldwin tried to get rid of the clock, but he couldn't. There is more filigree work on a Swiss clock than on a woman's feather-stitched, Hamburg-edged pinking-done-here white petticoat. The carved ends of the wooden bird's wings caught in Burglar Baldwin's coat collar and carved oak leaves got entwined in his necktie and pushed through his button-holes.

He couldn't get rid of the coat, and the more he struggled the louder

cuckooed the cuckoo. Something happened to the works of the clock and it provided twenty-four cuckoos for midnight.

The noise waked up the detective's son William, who knew there was something wrong when he heard the cuckoo at the head of the stairs instead of in the dining-room.

"I thought I was dreaming about that cuckoo," said young Price, "and it seemed as if the bird could fly and had got away from the wall. Then I realized I was awake and that the clock had moved, so I jumped up just in time to see the crook going down stairs. That thief went down the three flights two steps at a time, and every jump jarred another cuckoo out of the cuckoo bird."

Price caught the burglar after a chase of two blocks, and then made him go back to the flat and hang the clock up on the wall where it belongs.

"That bird beats a dog," grumbled the captured thief. "Why don't they fire all the Brooklyn cops and put cuckoos on post?"—*Brooklyn Eagle*.

NOT SO THICK.

The witness was an expert on soap-making.

"And you say," said the smart lawyer, after a lengthy cross-examination marked by considerable acrimony, "that the machine would cut the soap into pieces about the size of my head?"

"Yes," replied the witness, "the pieces would be about as big as your head, but they wouldn't be so thick."

The cross-examination ended.

The objection to brass or iron beds that draughts are noticeable is overcome by the use of dainty curtains at the head. In hospitals squares of heavy pique tied by tapes at the corners to the uprights of the bed are laundered weekly with the other bed linen.



Reprints allowed only by special permission of Editor THE LARKIN IDEA.

THE Geranium of today is a splendid flower. It has a size, substance and color that the Geranium of a few years ago merely hinted at, and it is more nearly a constant bloomer than any other plant adapted to culture in the window. A fine plant of it will make a cottage cheerful; and the home of the millionaire need not be ashamed of it.

To grow it to the best advantage one should give it a soil of loam made friable with coarse, sharp sand, and moderately rich. In *very* rich soil it will grow too rapidly for health, and give more leaves than flowers. It should have plenty of sunshine, moderate heat and only enough water to keep the earth about its roots *moist*; and care should be taken to give it the best of drainage. Put at least an inch of broken crockery, or something similar, in the bottom of each pot.

If allowed to train itself, the Geranium will almost always grow into an awkward, unsymmetrical plant. It will grow up, up, up,—to the top of the window, often—without making a branch. But if you nip off the top of a young plant, when it has grown to be four or five inches high, it will send out branches from the axil of each leaf below and become bushy, and the nipping off of the ends of these branches will result in a compact specimen that will have a great deal of blossoming surface. There is no reason why your Geraniums should not be as symme-

trical as any of your other plants, if you take them in hand while they are in the formative period, and give them the treatment outlined above. Prompt and persistent pinching back will accomplish wonders with them.

Personally, I prefer the single varieties. Their flowers are as large as a silver dollar,—often considerably larger in fact—and with such width of petal that the blossom is full and round, like that of the Pansy, whose petals overlap each other. But the double sorts are very desirable, as their blossoms last longer than those of the single kinds. They are equally rich in beauty and range of color, and fully as floriferous.

But the flowering Geraniums are not the only desirable members of the family. There are several kinds having very fragrant foliage. The Rose is one of these. Its leaves are beautifully cut, and are admirably adapted for use with small flowers for button-hole and corsage bouquets. The Lemon Geranium has coarser foliage, but its odor is very pleasant. The Dr. Livingston—often called the Skeleton Leaf—has a beautiful foliage, but its fragrance lacks the delicacy that characterizes the Rose variety. The Apple Geranium has a rich, fruity odor that makes it a favorite with all who grow it. At least one variety of the scented Geraniums ought to be included in every collection of window plants. It will be found useful, daily, throughout the entire season, if you give away flowers to your friends, and want a pretty

bit of greenery to go with them, for, as a general thing, most of your flowering plants do not have foliage desirable for cutting.

There is one Geranium that I find more useful in summer than all the rest, and that is Madame Salleroi. This variety has small, round foliage of pale green, bordered with creamy white. Its foliage is produced so freely that a plant is one mass of leaves, completely hiding the branches bearing them; and unlike other Geraniums it branches with great freedom, without having to be pruned. Each plant will send out from a dozen to twenty branches, close to the ground, and these are always of even growth; therefore the plant is round and symmetrical in all stages of development, and this without any effort on the part of its owner to make it so. It trains itself. As a plant for edging beds on the lawn, I consider it superior to any thing I have ever tried. Set about eight inches apart in May, and about the middle of July the plants will have grown together, and you will have a solid row of green and white that will last until frost comes, and it will not be dependent on flowers for beauty.

Insects seldom attack the flowering Geraniums, but they will literally cover such varieties as the Rose, Lemon, Apple and Dr. Livingston, if allowed to have their own way. Unless kept down they will seriously injure the plants in a short time. Sulpho-Tobacco Soap will be found a most effective remedy for this trouble. Prepare a large pailful or a tubful, and *dip* the plants if possible. This enables you to get your Insecticide to every part of the plant. No insect can escape such an application of it. In spraying, it is an easy matter to miss some part of the plant, and the few insects that

escape will soon breed enough to cover it again. After a thorough dip-bath, a weekly spraying with the Soap infusion will generally be sufficient to keep your plants clean.

When you make a hot lemonade for a cold, remember that Glycerine instead of sugar will make the remedy more valuable.—*Good Health.*

For marks made on painted wood-work by matches try rubbing first with a slice of lemon, then with whiting, and in a few moments wash with warm soap-suds.

To restore lustre to patent and enameled leather shoes, make a stiff lather of Neatsfoot Oil Harness Soap, rub well to remove the dirt, then with soft cloth polish until dry.

When washing oil-cloth, put a teaspoonful of Glycerine and a lump of borax, about the size of a cranberry, into two quarts of water. This solution cleans and leaves a polish that makes the oil-cloth look like new, and does not affect even the most delicate colors.

Shoes dressed with one part Glycerine, one part water, will keep black and soft. This is especially good treatment for leather that has become stiff through being wet. When shoes are wet they should be filled with paper, and laid on their sides to dry. The paper absorbs the moisture and renders the shoes softer than they would otherwise be.

Have a small, wide-mouthed jar in the bathroom to hold the odds and ends of soap, and when three-fourths full, fill the jar with boiling water, add the juice of a lemon and a teaspoonful of Chemically Pure Glycerine, and you will have a pleasant "jelly" with which to whiten and soften the hands.



A Happy New Year, boys, and I wish it heartily.

If anybody should be happy all the way through, it is a boy full of vim and vigor and who likes to help his mother.

I like to read letters from mothers who have boys willing to help them in obtaining the Larkin Premiums.

Such boys are a blessing to their homes—the pride of grateful parents—and they should get real happiness from their employment.

Useful boys deserve agreeable and healthful recreation. It is a good sign to see a boy enter heartily into manly sports. A boy who properly uses his play hours usually makes the most of his working hours.

At this time of year a boy may have genuine sport with a Stevens Rifle or Shotgun. Rabbit hunting is one of the most invigorating sports I know of.

On a pleasant winter's day, just after a light snowfall, I can think of no sport more exhilarating, or that makes one's blood tingle as will a tramp over field and through swamp after the nimble rabbit.

We have the guns—one single, one double-barrel Shotgun, and the Stevens Rifle, always a favorite. You can easily earn one of them, and I am sure the pleasure derived from it will reward you a thousand times for the effort in obtaining it.

The Bunker Hill Bob-sled is another premium for boys that insures joyous and healthful sport. The fun a load of girls or boys have in gliding down the hill on a swift, strong sled, should make every boy who does not possess a Bob-sled start right out to earn one.

He'll get a lot of enjoyment from the fruits of his labor.

Another premium I don't want you to forget about is the Barney & Berry Ice Skates we offer for one Certificate. In most places there will be three months more of skating. You can derive a lot of pleasure from the worth of one Certificate.

You must do the most towards making your New Year a happy one. Others can help a great deal—but the most of it you must do.

Make friends with the Larkin Premiums—they go a long way towards making you a Happy New Year.

During 1904 I should like more letters and portraits from boys. They can make the Symposium a source of help and encouragement if they will tell their experiences for the benefit of our many boy readers.

I am sure you will enjoy telling your little story. Try it and prove that I am right. When it is written send it to me, with the best photograph you have of yourself, and both will be printed in the Symposium.



Mrs. Carrie Schupbach writes: "I send you a photograph of my nephew Ferris Riggs, who is nine years old, and who makes himself very useful delivering Soaps and in other ways. He is very much interested in the Larkin young folks and thinks he deserves to be one of them."



George H. Borden, Westfield, Mass., writes: "I am nine years old and I've sent you \$75.00 worth of orders within the past year. I sell all of the Soaps to friends and

neighbors except that Mamma takes a dollar's worth from me every time I get up an order."

"We both read THE LARKIN IDEA and think it a very nice magazine. I hope to see my picture in it."

The druggist smiles at the chauffeur who enters.

Without a word he goes to his perfume case, takes from it a small vial of extract, receives a dollar from the automobileist and bows him politely out.

"I'm selling lots of that odor," he says.

"What is it?" asks the man leaning against the cigar case.

"Auto of roses."

"Auto? You mean attar."

"No; I mean 'Auto.' It is essence of roses with a dash of gasoline made especially for motorists."—*Judge*.

THIS OLD WOMAN KNEW WHAT TO DO.

BY CHARLOTTE L. COBB.

There was an old woman, who lived in a shoe,
She had so many children she knew not what to do;
To clothe them, to keep them, her brain it puzzled sore,
She pondered, she wondered, she thought it o'er and o'er.

At last quite delighted she hit upon a plan,
And gave them full instructions, every little man.
Next there came a shipment of the famous Larkin Soaps.
Then they went 'mong their neighbors full of youthful hopes;

Not one but joyed to see them, those eager little men,
And invited them indeed to come again and yet again.
A score of friends who wanted Soaps at once began to call,
And long ere night the Soaps were gone; for friends had bought it all.

Thus they made a business; it pays them well, they say.
They handle none but Larkin Soaps; hard times have fled away;
And the happy family no more lives in a shoe—
'Tis said they've so much money they know not what to do.

SOAP BUBBLE TRICKS.

"Any one can perform these soap-bubble tricks by the exercise of a little care," writes Meredith Nugent, in the Ladies' Home Journal. "To make a bubble rest upon a flower dip a dahlia or other stiff-petaled flower into the solution and then with a pipe or funnel blow a bubble upon the top of it.

"To make bubbles and noise, dip the end of an ordinary tin fish-horn well into the solution and blow gently until quite a large bubble has been formed. Then four or five loud blasts

may be sounded on the horn without injuring the bubble in the least.

"To make six bubbles inside of one another, dip the end of a straw in the soapy water and after resting the wet end upon an inverted plate or sheet of glass, which should have been previously wet with the solution, blow a bubble about six inches in diameter. Then dip the straw well into the solution again, thrust it through the center of this first bubble and blow another. Continue in this manner until the bubbles have all been placed."

The Larkin Idea.

PUBLISHERS' ANNOUNCEMENT.

The subscription price of THE LARKIN IDEA is 50 cents per annum.

It is published on the first day of each month, and will be mailed to any address in the United States or Canada for one year upon receipt of the subscription price.

Back numbers cannot be furnished.

THE LARKIN IDEA will be mailed free for one year to every sender of three Orders for the Larkin Soaps within twelve months. To one who continues to send Orders, the paper will be mailed regularly until twelve months after the date of receipt of the last of three orders received within a year.

Short contributions are requested from any patron who has something to say that will interest others.

Larkin Soap Co. Publishers.

FACTORY-TO-FAMILY

SOAPMAKERS, PERFUMERS, CHEMISTS, REFINERS.
Factories and General Offices: BUFFALO, N.Y.
Established, 1875.

Branch for West-of-the-Mississippi patrons:
PEORIA, ILL.

LOCAL BRANCHES:

19 Eliot St.,	BOSTON.
211, 213 N. Broad St.,	PHILADELPHIA.
49 Barclay St. and 52, 54 Park Place,	NEW YORK CITY.

FROM FACTORY TO FAMILY.

Manufacturers create value; middlemen add cost. Most manufactured goods are sold to the consumer at from two to four times the cost of production. This is because the goods pass through many hands; from the factory to the sales agent, from the sales agent to the wholesaler, from the wholesaler to the retailer, from the retailer to the consumer. Each "middleman" adds his expenses, his losses, his profits, etc.; all this is piled up in the retail price, and must be paid by you!

The Larkin Idea: Save all cost which adds no value.

We wish you a Happy New Year—one that is twelve months long.

Happiness abounds in large quantities—just pass your plate and get a generous helping.

Don't be afraid to pass your plate a second time—no one will think you selfish; there's enough to go round.

When you get filled up you'll impart it to others; the more you give away, the more you'll have for your own use.

This isn't a new experiment it's an old recipe that *some* people have proved to be a good one—not everybody, however.

Happiness is free to all—if they'll only pass their plates.

Just like Larkin Premiums—free to everybody who sends the soap order hither instead of storeward.

Those who do this receive not only useful premiums but a good measure of happiness besides, and—they pass their plates for more.

For twenty-eight years we've been doing the helping to Premiums and happiness, and—we're not tired out yet.

Exercise has increased our strength. Two great fire-proof buildings are being added to our factories, extending our floor-space to twenty-eight acres.

These twenty-eight acres are the farm on which we raise the Larkin Soaps and Toilet Preparations—a great crop annually—that delight a multitude.

During 1904 we are going to increase the variety of our crop—which now includes forty—by adding others that will please the thrifty housewife. Watch THE LARKIN IDEA and the Order-blanks.

The Modjeska Carnation Calender, mailed to all subscribers with this issue of the LARKIN IDEA, possesses such artistic merit we are sure it will be cordially received by all. Some extra

copies will be mailed, postpaid, for ten cents each, while they last.

Two new Premiums that should not escape the notice of musicians are the Music Stand and the Leather Music-Bag, illustrated and described on second cover page.

Our direct importation of Genuine West India Bay Rum permits us to offer Larkin customers the finest product that can be obtained. Try a bottle—25 cents for 4-oz.; you will be pleased with it.

New leaves are good things to turn over once a year—if not oftener. Turn over the leaves of our latest Premium List and see the new premiums offered. Do you like to read? Some of the best literature is offered—books that are popular with the reading public.

The large demand for Modjeska Violet Toilet Water is a gratifying acknowledgment of its excellence as a dressing-table accessory. It places within the reach of all the luxury of a delightful and refreshing bath. The price is 50 cents for a 4-oz. bottle.

The kindly Christmas and New Year greetings sent by numerous friends are received with sincere gratitude. We thank all for their words of cheer and encouragement and assure them we shall continue to strive for their worldly betterment, that perpetual good-will and friendship may abide between us.

A subscriber to THE LARKIN IDEA is one who has sent 50 cents for it or three orders within a year. No others receive it regularly. Those who do receive it regularly have paid for it for one year in one of the only two ways it can be obtained. Those who have sent three orders within a year have paid their subscription just as surely as one who remits 50 cents.

BASE BURNER HEATING STOVE.

At the solicitation of many customers we offer as a Larkin Premium a coal-burning Base Heater in this issue of THE LARKIN IDEA. After several months' search for a Heater that is economical and effective we have selected the Victor, made by the old, reliable house of Jewett & Co., of Buffalo, N. Y., who had been manufacturing stoves since 1836.

The Victor having been thoroughly tested under all conditions is guaranteed to be equal in operation to any base burner in the market; handsome exterior—a happy combination of good outlines—rich nickel ornamentation. The superiority of Jewett's nickel-plating is so well known and so generally acknowledged that we merely allude to it, assuring our customers that its lasting qualities and its fine silvery lustre will always be maintained.

The immense heating power is due to the correct proportions of the heating chamber and flues, constructed on the best scientific principles to produce perfect combustion and the greatest possible radiation of heat. A great saving of fuel is secured by perfect combustion, strong radiation of heat and the perfect control that can be had of the fire. There is great cleanliness in operation; the grate can be shaken and ashes removed without dust getting into the room.

We guarantee the Stove to be absolutely gas-tight. The magazine cover works automatically. The Stove is furnished with an extra ash pan, an improved draw-center grate, a tea-kettle attachment, and an especially designed urn. It also has a screw draft in front which can be regulated to a nicety. A full size fire-pot, 14 in. in diameter, with flues outside of it and not encroaching upon it as in some Stoves greatly increases the efficiency of the Stove.



We wish a Happy New Year to all Larkin Clubs-of-Ten.

Members of Larkin Clubs-of-Ten should be first among the happy of the land. Obtaining the Larkin Soaps and Premiums with a dollar a month is, as one woman said, a picnic.

Just think of one vast, prolonged picnic, producing months of happiness! A Club-of-Ten is a source of profit and a perpetual joy.

Make the New Year a happier one than the old year. More entertainment at Club Meetings provides an easy way to dispense a lot of pleasure.

During the New Year our list of Soaps, etc., will be amplified. The new articles will be welcomed by every Club-member. THE LARKIN IDEA will announce them when ready.

Continual well-doing assures happiness. If your neighbors are strangers to Larkin Soaps and Premiums, you confer a positive blessing by getting them to join your Club.

We hope all who receive our Modjeska Carnation Calendar will be pleased with it—and will ever remember that our Modjeska Carnation Perfume is one of the most delightful products of our laboratories.

The best way to preach happiness is to live it. Direct your friend, groping in the darkness of ancient methods, to the shining light of a Larkin Club-of-Ten. Within you both will dwell an abiding happiness.

If you haven't joined the Club Organizers' Contest, begin the New Year right by joining it. The large number who have entered the Contest shows the lively interest taken in it. There is plenty of time to win first prize; the Contest is just half over.

Now that our Modjeska Carnation Calendar has been seen, perhaps more Club Secretaries will wish nine of them, postpaid, for 75 cents. We shall continue the liberal offer while the Calendars last—but it's best to hurry.

Those who have entered the Club Organizers' Contest and have sent their lists to the Editor of THE LARKIN IDEA need not feel disturbed because we do not acknowledge receipt of them. These lists are safely filed for ready reference when the Contest ends.

The great demand for wholesome fiction induced us to make a special arrangement with the publishing house of Doubleday, Page & Co., of New York, to supply Larkin customers with good books at Larkin prices. All the books listed are among the best selling books of today, most of them having gone through several large editions.

Mrs. D. W. Kramer writes: "I received the Comfort Couch and I think it is just lovely. This is the 6th Club-of-Ten I have organized, and my Club-members are well pleased with their Soaps and Premiums. I have received the following premiums: two Bentwood-Arm Rockers, Washer, Spring and Mattress, Cot-bed, Chiffonier, and Combined Book-case and Writing-desk, and I am more than pleased with them. I enjoy THE LARKIN IDEA."



Mrs. Amanda Douglass writes: "My Club-of-Ten has just sent its last order. All members were so well pleased with the Soaps and Premiums they want to reorganize,

which we are going to do; therefore our orders will continue to come. The Certificates I have received have been good recompense for my work; they have secured many useful articles for my home."

Mrs. E. L. Yeadon writes: "My only boy, nearly three years old, was playing out-of-doors last Thursday. It was a raw day and after being out nearly two hours he came into the house crying.

"O Mamma," he said, "my cin is all sapped: get some of Larkin's ice-cream an' put on—pease do, Mamma."

"His baby faith showed that he knew the goodness of Larkin's Cold Cream. I am unable to give your Soaps and Toilet Preparations the praise they deserve."

Mrs. Ernest E. Chard writes: "I send you a photograph of my niece, Marion Ordway, my little boy Wilbur, and a display of your Soaps. The children have a great time helping me to unpack the Soaps when they come. We found pleasure in arranging for the photograph, and my Larkin Club-of-Ten members and the children will enjoy seeing the picture printed."

A LARKIN CLUB-OF-TEN.

BY MISS LAURA JONES.

At first it seemed that the organization of a Larkin Club-of-Ten was an impossibility; but after talking it over a while we found a lady who had been married four years but lived in a boarding house. She was preparing to begin house-keeping and decided to join our Club to obtain the Knives and Forks that she needed. She was given the first order. Another lady felt the need of something bright over her mantel so

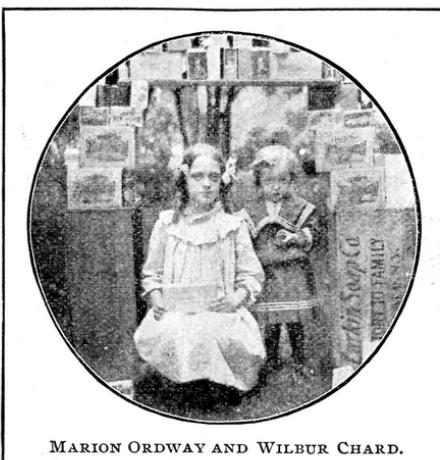
we persuaded her to join the Club and obtain the Pier Glass, which is the richest and handsomest Premium offered.

Another lady wanted a traveling trunk for her daughter; so joined the Club in order to procure it.

Each member selected something useful as well as ornamental, selling what Soaps and Toilet Preparations were not needed in the home. Boraxine was introduced in many families and thereafter became a household necessity.

Each month we held a meeting of the Club at the home of one of the members, and as most of them were impatient for Premiums, double orders were sent, thus accomplishing in five months what would have taken ten months with single orders.

On the evening of the first of August the members decided upon a picnic, drove to nearby Springs, spent a



MARION ORDWAY AND WILBUR CHARD.

pleasant evening and took supper on the grounds. The return drive was made by moonlight, thus adding much to the pleasure of the occasion.

When the last order was sent we celebrated the event with a big picnic in the forest, inviting all the members and a number of the neighbors who were interested in the Club.

Our Club was gotten up in different neighborhoods, so two organizers were necessary, they sharing equally

in the Certificates and each distributing Soaps and taking orders from their members. When one organizer was away the other one attended to all affairs of the Club.

We find that the Larkin Club-of-Ten enables the housewife to secure valuable Premiums free, and many can easily afford one dollar a month who would be unable to invest ten dollars at one time.

THE UNIVERSAL SONG.

It's SWEET HOME here and SWEET HOME there—
 It's SWEET HOME, SWEET HOME everywhere.
 The thrifty housewife sees no end
 Of blessings through this Woman's Friend.
 It has banished dread of any wash-day.
 "Oh, washing's easy with SWEET HOME," all say:
 'Neath the spell of its magic all dirt takes flight,
 And the clothes on the line are so clean and white
 That the women laugh in their joy to see
 The wonders wrought by its alchemy.
 It lengthens life, for it lightens labor,
 And its merits are told from friend to neighbor,
 Till the praises of SWEET HOME are sung
 In every land and in every tongue.

BICYCLES.

Prices going up.

Our present extraordinary offer will probably not be repeated. We quote from a recent publication:

"The increase in the price of bicycles is inevitable" says Wm. Spalding, the Chicago dealer. "Material and Labor are higher now than they were two years ago, and so much has the price of rubber advanced that next year the present cheapest grades of tires will not be put out at all. * * *

"Through the management of Col. Pope all but six of the forty bicycle factories that were doing business not long ago, have been closed. * * *

"Lots of people think that the day of the bicycle is over. Why, the use to-day is stronger than it ever was. Clerks, stenographers, collectors and

working-men—in fact, the majority of business people—need them."

We have done our utmost to prepare ourselves to repeat the extremely favorable offer of Bicycles and Tires specified in latest Premium List, with the result that it will be continued for at least a part of the season.

Our Bicycles are made of the best materials, are supplied with fine and durable equipment, and, in design and finish, are unexcelled.

Apply for them early, before we are forced to increase our requirements for this premium.

"Courage is equality to the problem, in affairs, in science, in trade, in council, or in action; consists in the conviction that the agents with whom you contend are not superior in strength or resources or spirit to you."—Emerson.

ECONOMY IN SOAP.**There is None in Using Soft Instead of Hard Water.**

It is commonly supposed that the use of soft water—rain water, for example—for washing purposes economizes soap. But while it is perfectly true, and the lime salts in hard water nullify to some extent the soap by forming insoluble lime soaps, yet the expenditure of soap, at least in toilet purposes, will be found to be considerably less than when rain water is used, while the cleansing effect is just as good. The explanation of this is that soap is so very readily soluble in soft water that considerably more soap is used than is necessary. Everybody knows the slippery feeling of rain water in which the hands have been washed with soap, and no amount of rinsing would appear to remove the soaping from the skin. In this case it is doubtful when the soap is used whether, after all, rain water or soft water is better for the complexion or skin than hard tap water. It is certainly not so refreshing. In manufacturing processes or in the washtub it is true the use of soap in soft water is an economy. It is in this way, of course, that the addition of soda, throwing out the lime salt, saves soap. It has been estimated that if London were supplied with soft water the saving of soap would amount to tens of thousands of pounds per annum, and Glasgow is estimated to save \$180,000 annually in the matter of soap since using Loch Katrine water. That may be so, but in the matter of personal washing there is a waste by using soft water. The fact that a tablet of soap disappears much more quickly when rain water is used instead of hard tap water is proof of this assertion.—*London Lancet.*

OLD MOTHER HUBBARD.

By CHARLOTTE L. COBB.

Old Mother Hubbard
Went to the cupboard
To get some Boraxine;
When she got there
The cupboard was bare—
The barest she'd ever seen.

She went to the bath
And found to her sorrow,
She was all out of soap
So she'd have to borrow.
She went to her neighbor
And took her a list;

“I'd thank you to loan me
Some Maid o' the Mist,
And some English Castile
For my fanciful boarder;
I'll pay you as soon
As I get my new order.”

When she got home
Her husband was laughing;
She very good naturally
Took all his chaffing.
“You may laugh if you will,”
Said Old Mother Hubbard,

“I'll have a new order
This week in my cupboard.
I'll admit, there are lots
Of soaps sold, my dear,
But nothing quite equals
The Larkin Idea.”



A LARKIN CLUB-OF-TEN.

MRS. CORA M. HOOPES, SEC'Y, MINERVA, OHIO.



A HAPPY New Year to every girl who has learned the goodness of Larkin Soaps and the satisfaction there is in Larkin Premiums!

This New Year's wish will reach thousands of girls who are enjoying the results of their efforts to obtain the useful Larkin Premiums.

During last year I printed hundreds of letters from girls so delighted with the rewards so easily obtained that they wished other girls informed of the result, and thereby encouraged to secure the benefit of the Larkin Idea.

I don't believe any girl can begin the New Year better than with a determination to win a liberal share of the good things so freely offered through the Larkin Idea.

I am sure the pleasure derived from earning premiums, of having them all your own through commendable perseverance, will go a long way toward making the new year a truly happy one.

The sweetest thought is that happiness multiplies itself. If you are filled with it, those around you are blessed by its diffusion.

One cannot have a more beautiful mission than that of imparting happiness to others. Then, make yourself happy and see how it will bring you increase.

Girls are fond of tasteful and comfortable surroundings, which help to impart cheer and sunshine; and if one's surroundings may be improved with no expense and with little exertion, it is

not strange that thousands of girls are earning the premiums which contribute so much to their happiness and the pleasure of those around them.

In **THE LARKIN IDEA** for December some of the new premiums added to our Premium List were mentioned. You may know about all of them by sending for a free copy of the Forty-third edition. I am sure all will want some of the new premiums it describes.

In thinking of the things you would like for yourself, don't forget there are some around you who are not so fortunate as you are. I would like you to read the little story told by one of our customers. It is a good illustration of how easily one may do a great deal of good with very little exertion. It shows, too, that the Larkin Idea is so broad it supplies every need.

A TRUE INCIDENT. BY A LARKIN CUSTOMER.

Picturesquely situated among the hills is the village of Warsaw, and conspicuous among its buildings is a little church just off Main Street.

It is the Sunday-school hour. There are classes of all ages. Which one attracts our attention? That one of fifteen young ladies, yonder, instructed by a young man, plainly clad, refined, dignified, with a beautifully cheerful face, made so by the love of Christ.

Observe more closely and see the lines of suffering almost entirely hidden. Look down and note the cause. We see but one foot. Crutches are lying behind the chair.

What of this young man's life? When just leaving the high school and with preparations made for entering a theological school, the necessary funds to

be secured through his own efforts, this misfortune overtook him.

A slight sprain and bruise of the ankle resulted in nine months of tedious illness and the loss of a foot. Mr. T— bore up bravely and was cheerful through it all.

When the bills of the doctors, surgeons, and hospital were paid and an artificial foot was procured, the young man again took up his plan and attempted his school work. But again his hopes were darkened. The study and work together were too much for him, and he returned home nearly ill. A little later he slipped on the icy walks and cracked the new foot, which accounts for the crutches we just saw within his reach.

At present he cannot afford a new one; so he is cheerfully trusting and waiting for a brighter day.

It is nearing Christmas-tide. Listen to the young ladies as they leave the church.

"What can we give Mr. T— this Christmas?"

"Let us think of something useful."

"But we cannot afford anything great, and only great things can be of use to him."

"I'll tell you, girls, what we can do; let's give him enough money to buy a new foot. We can easily earn it."

"What?"

"How?"

"Let us hear!"

"We can order \$20.00 worth of the Larkin Soaps for \$10.00; then sell it for twenty, thereby getting ten dollars as a premium. If each one of us takes a few orders we can easily obtain the money."

"We'll do it," they said. And they did.

Monday these young ladies canvassed the town; and through the munificent offer of the Larkin Soap Co. a young man was made happy on Christmas when he received two five-dollar gold pieces from his Sunday-school class.

Mr. T—is again earnestly working at school, with bright prospects before him,



The Lady's Belt Watch is a new premium, free for three Certificates, which I am sure will delight the girls. It is the newest thing in a lady's watch. Has a fine nickel American movement with jeweled escapement, and a Silver composition case, handsomely embossed in the new French Gray finish. Double chain and belt-clasp of same material as Watch. Diameter, 1 5/8 in.; diameter of dial, 15/16 in. Total length, 5 3/4 in. Very artistic and fashionable. A guaranteed time-keeper. In satin lined case.

Hilda Monson, New Haven, Conn., writes: "I am thirteen years old. I have sent you \$50.00 worth of orders and have received a Chautauqua Desk, Jardiniere Lamp, Enamored Bed, Chiffonier and Morris Chair. I am pleased with all of them and feel well rewarded for my labor. I receive THE LARKIN IDEA every month and enjoy reading it."



Georgia Oyler, Peru, Ind., writes: "I am fifteen years old and I've sent orders for \$100.00 worth of the Larkin Soaps within the past year. I also sent one \$20.00 order and kept \$10.00 for my premium. Besides the eight Larkin Premiums, I have received several Certificate Premiums. My experience has been a very profitable one. I certainly enjoy reading THE LARKIN IDEA each month."



Mrs. E. Charmley, Pawtucket, R. I., writes: "I send you a photograph of my daughter, Martha. I would like to give her a pleasant surprise by having it printed in the Cozy Corner, as she does not know I am sending it. Martha takes all the orders for Soaps, and she can sell \$10.00 worth any time in two days. We thank you for THE LARKIN IDEA, which we enjoy reading."

Mrs. Annie L. Dodge, Homestead, Pa., writes: "I send you a photograph of my daughter Carmen, eight years old, who is of great assistance to me in obtaining orders. She enjoys working for Larkin, delivers most of the Soaps, and delights in the premiums we have. We all enjoy THE LARKIN IDEA and thank you for it."

Straight to the sky a songster soared
Whose song is much renowned;
Behead my first and you will see
Whence rose a bird Fame crowned.

(Lark)

A row of little hostleries
But not for you, O mortals,
For thirsty bees go in and out
Those fragrant little portals.

(Inns)

My headless first they represent,
If you have reckoned duly;
Restore that head and make your bow
To my third, your friends, most truly,

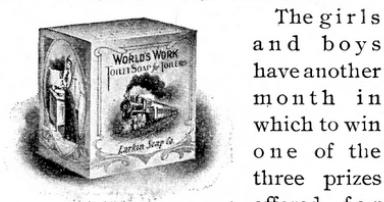
(Larkins)

Now keep my faithful third at hand,
And never, never doubt it,
No grime so black but you may trust
My whole will surely rout it.

(Larkin's Soap.)

Mrs. E. Charmley, Pawtucket, R. I., writes: "I send you a photograph of my daughter, Martha. I would like to give her a pleasant surprise by having it printed in the Cozy Corner, as she does not know I am sending it. Martha takes all the orders for Soaps, and she can sell \$10.00 worth any time in two days. We thank you for THE LARKIN IDEA, which we enjoy reading."

WORLD'S WORK CONTEST.



The girls and boys have another month in which to win one of the three prizes offered for the three best papers on Why Every Girl and Boy Should Use, World's Work Soap. The first prize is \$5.00; the second, \$3.00; the third, \$2.00.

The hundreds of girls and boys who daily use World's Work Soap can tell why it is better to remove dirt and stains from their hands than soaps of the ordinary kind.

Write about 200 words, send your paper to the Editor of THE LARKIN IDEA, Buffalo, N. Y., not later than February 1st.

There are so many good reasons why all girls and boys should use World's Work Soap, it will not be a difficult task to write a paper. Try it; you may win a prize.

CHURCH SOCIETIES

ASSISTED

The Larkin Church-Aid Dept.

HELPS TO RAISE FUNDS.

Highly commended as an easy and profitable way to

PAY OFF DEBT.

This plan, wherever employed, receives the hearty co-operation of all church-members.

Full particulars gladly mailed on request.

Larkin Soap Co.

Church-Aid Dept.

BUFFALO, N. Y.



Mrs. Daniel H. Herr, Lancaster, Pa., writes: "I received the Combination Case of Soaps and Nottingham Lace Curtains, for which I thank you. I never saw a box of Soaps so artistically arranged; it was simply exquisite, and the contents are so valuable that I am more than pleased."

Mrs. James N. Sterry, New London, Conn., writes: "Much has been said about coloring with Boraxine wrappers; I wish to add my experience. I am much interested in basket-making, and I've used different dyes to color raphia. I boiled six Boraxine wrappers in two quarts of water for ten minutes, then took them out and put in a bunch of raphia, thoroughly wet, and stirred ten minutes; I found that produced a very pretty yellow that harmonizes nicely with black.

Mrs. Carrie S. Emery, Pa., writes :
"I enclose another order for your Soaps. This, being my fifth, speaks for itself as to how much I think of them. Some of the Premiums I have received are the Seth Thomas Clock, Enameled Bed-stead, Wash-stand, and a Stevens Breech-loading Rifle, with which my husband says he would not part. All my friends who have seen my Premiums think they are grand.

"One of my customers bought some soaps from a little girl who was getting up an order for another firm and when she received the soaps she could not use them, they were so poor.

She told her husband that hereafter she would only buy from those who were selling Larkin Soaps.

"We all enjoy THE LARKIN IDEA very much and wish to thank you for it."

Mrs. Mary McFarland, Pa., writes:
"This is my tenth order within two years. I take pride in handling the Larkin Soaps, for I know they are reliable. I do all my own work for a family of ten; my little girls, Edna and Margaret, and their brother Paul, get the orders and deliver the Soaps for me and take much interest in the work.

"I like Boraxine better than any other washing-powder and my most intimate friends say I am hard to please in my washing (not flattering myself at all). I hope you will not think that, but I do think Boraxine is fine.

"My first Premium was the Chautauqua Desk; my second, two Rugs; the third, a No. 5 Couch. I am well pleased with all. I thank you for the Premiums and also for your kind favors."



ARRIVAL OF A LARKIN SHIPMENT AT
LEHIGHTON, PA.
PHOTOGRAPH FROM MRS. W. A. WERTMAN.

VICTOR SELF-FEEDING COAL HEATER

Free for twenty Certificates; or Stove with \$10.00 worth of the Larkin Soaps, for \$25.00; or with \$40.00 worth of Soaps, for \$40.00.



A full-nickled, popular-pattern Stove for hard coal. Magazine, 15 in. high, 8 in. in diameter at bottom, 10 in. at top; holds three scuttles of coal; has automatic cover. Extra deep fire-pot, 14 in. in diameter; screw draft; improved draw-center grate; extra large ash pan; large mica doors. Perfect combustion; great radiation of heat; economical fuel consumer. The flues are wholly outside of fire-pot, greatly increasing the radiating surface and efficiency of the Stove. Stove is absolutely gas-tight; the grate can be shaken and ashes removed without letting dust into the room.

Base, 25 in. square; body, 17 in. square; height, 4 ft. 9 in. Teakettle attachment at back is 7 in. in diameter.

Larkin St., Larkin Soap Co., Buffalo, N. Y.

ESTABLISHED, 1875.